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# The Aroma



The word aroma refers to fragrance, an agreeable odor, a spicy taste. This is why this most excellent variety of strawberry is called Aroma, and is also why it is rightly named. One case of Aroma berries in a car load will Aromatize the entire car load of berries, and the moment the car is opened one would know there were Aroma berries somewhere in the car. In quality, this variety is one of the very best and is considered a very high class berry on all markets. It has the firmness to make it one of the very best shippers. Its clean, healthy foliage and plants, its abundance of berries make it a favorite among those who have grown it; its aromatic qualities secure for the berries the top market prices.

This is the one variety that comes nearer being suited to all localities than any other variety grown, as it flourishes and does well in the North and in the South. It is especially adapted to that section of the country where the North and South meet. For several hundred miles both North and South of Mason and Dixon line, it flourishes to such an extent that many growers have discarded all other varieties and grow the Aroma exclusively. By growing this variety you will have berries that always sell for the best market price.

**W. W. THOMAS**

**The Strawberry Plant Man  
ANNA, ILL.**

